



Brand Guidelines



Our brand identity has been made to stand out, capturing the unique spirit of our company. Our brand itself reaches far beyond colors and a logo. It is one of our most valuable assets and should be expressed with care. Our brand is our image—our reputation.

Inconsistent use of a brand dilutes its strength. As people, we find discord with others inconsistent in their words and actions—our feelings toward brands are no different. By always putting forth a single, unified brand image, we add value to our company. We begin to gain awareness. People will begin to understand who we are and pay closer attention to our actions and our products as a result.

Our brand will help us to sell, lead and innovate. As it's brought to life, our brand will help customers, retailers and the outdoor product community at large begin to recognize RōM Outdoors as a company of integrity, ingenuity and good nature.

Table of Contents

Brand Overview	4
Brand Voice	5
Brand Nomenclature	6
Primary Logo	10
Usage, Sizes & Placement	11
Unacceptable Uses	12
Brand Tagline	13
Color Palette	14
Texture	15
Typography	16
Appendix	17-19



Brand Story

BRAND CORE

We believe ingenuity favors the prepared. Those always ready for adventure and discovery. Those quietly planning their next steps—even in stillness. Those who view inevitable challenges as welcome opportunities to show what they're made of.

We exist to guide the progress of the prepared by illuminating a better way to move forward. Driven by curiosity, we innovate to make better what has only been made good. We're here to lay new ground. To open minds and paths beyond what's been done to what's now possible. To build products of great utility that can become something else entirely—something equally useful. We're here to pay homage to a past that brought us this far and to make friends with the future by creating what's next, rather than waiting for it to arrive.

We're here to help you go exactly where you want to be—and to make sure that whatever you need most is right there with you. We're RōM Outdoors.



Brand Voice

AUTHENTIC.

Phrasing and word choices are simple, clear and honest. We mean what we say, say what we mean and stop there. No hyperbole.

Say: A backpack built to do more.

Steer clear: The best backpack ever made.

UTILITARIAN.

Phrases and word choices are practical and straightforward. Our purpose and product are for the common good of adventurous people. No over-promising.

Say: Bring more. Pack less.

Steer clear: The backpack that won't let you down.

EASYGOING.

Phrases and word choices communicate flexibility and open-mindedness. No dogma or prescriptive language.

Say: Wander anywhere. Transform freely.

Steer clear: You'll love the only backpack that can help you go farther.

SURPRISING.

Phrases and word choices that spark curiosity and delight are used freely. Language takes on the role of a subtle invitation to look closer. No gimmickry.

Say: Adventure from the inside, out.

Steer clear: You'll be amazed by what's inside.

Brand Nomenclature

BRAND + COMPANY NAME

RōM Outdoors (pronounced like the word roam) is the official brand name.

The word RōM should always appear with the macron (¯), or long vowel mark, above the letter o. This indicates the letter o is to be pronounced as we hear it when reciting the alphabet, or ō as in open.

Especially when appearing alongside the logo version that includes the word Outdoors, the word RōM can be used alone in text as a more casual reference to the company. This supports the easygoing nature of the brand.

In more formal contexts, such as copyright, legal or transactional documents, the RōM Outdoors parent company, J-Pac Inc., should be referenced.



Brand Nomenclature

USAGE OF RŌM, ROAM

To avoid confusion, inauthenticity and the devaluation of the brand name, within descriptive text, try to avoid usage of the brand name RŌM and the related word roam. The verbs roam or roaming can be substituted with other words that convey the same feeling—words like:

Adventure

Go

Explore

Wander

A few examples:

Say: Wherever you go, you can have more of what you need.

Steer clear: Wherever you roam, take us with you.

Say: Adventure anywhere. [or] Wander anywhere.

Steer clear: Roam anywhere. [or] RŌM anywhere.

Say: Explore the city. Explore the country. Just explore.

Steer clear: Roam the city. Roam the countryside. Just roam.

Brand Nomenclature

TAGLINE + USAGE

Let adventure unfold is RōM's designated brand tagline. The tagline is a very casual, fluid statement and should be treated as such. This tagline works to balance the bold lines, shapes and colors within the logo, bringing the easy going and surprising elements of the brand to life within the central identity.

A few tips for using the tagline appropriately:

Punctuation can change its meaning, so avoid adding punctuation to the tagline.

If the logo version that includes the tagline appears on a page or piece of collateral, the tagline should not be repeated.

The tagline should not be used in conjunction with graphics that show the product literally unfolding, to avoid taking away from the double meaning of the word "unfold".

If the tagline is being used in conjunction with a headline or descriptive text, try not to repeat the keywords "adventure" or "unfold" within the headline or descriptive text.



Brand Nomenclature

PRODUCT NAMES + USAGE

The first product made and sold by RōM Outdoors is called the RōM Pack. The RōM Pack can transform from a functional backpack with large capacity into a water resistant poncho and into a warm blanket.

The inner lining available for purchase to supplement the RōM Pack is called the Inner Pack. This is a core product line component that can line any RōM Outdoors backpack product, assisting the carrier by containing backpack contents while the RōM Pack is being used as either a blanket or poncho (or while other, future product additions transform into their respective pieces).

COMMON LANGUAGE

Pack or Backpack (not Pac)

The RōM Outdoors parent company is called J-Pac Inc. While the shortened word “Pac” in this instance loosely references the backpacks we make, “Pac” is not the official name of any of our products and should not be used in any outward-facing communications. The words pack or backpack should be used instead for simplicity and clarity, and to better uphold the utilitarian and authentic aspects of the brand.

Primary Logo

This is the primary logo for RōM Outdoors. It should appear on most communication materials including print, web and merchandise.



Primary Logo Format
[RōMOutdoors-2C.eps]
[RōMOutdoors-2C.jpg]
[RōMOutdoors-2C.pdf]



1 Color, Black
[RōMOutdoors-BK.eps]
[RōMOutdoors-BK.jpg]
[RōMOutdoors-BK.pdf]



White
[RōMOutdoors-WH.eps]



Red Box
[RōMOutdoors-RDBox.eps]
[RōMOutdoors-RDBox.jpg]
[RōMOutdoors-RDBox.pdf]

Usage, Sizes & Placement

For maximum legibility, the logo requires specific, clear space around all sides. This clear area should be free of all other elements such as typography, other logos, graphics, photos, folds or any other element that may interfere with legibility. The clear space is measured by the width of the *o*, in the logo as indicated.

Minimum reproduction size is 1.25" in width, except in special cases if proper approval is provided by the brand stakeholders.



Unacceptable Usage

The consistent, correct application of the RōM Outdoors logo is essential for maintaining brand integrity. Always follow the standards presented in these guidelines and you will be in good shape. For demonstrative purposes, the examples on this page illustrate some unacceptable uses of the logo.



NEVER alter the horizontal or vertical proportion of the logo.



NEVER print the logo in unauthorized colors or tints.



NEVER tilt the logo.



NEVER reverse the logo out of a solid in any color other than white.



NEVER add or link elements to the logo or create unauthorized taglines and link them with the logo.

Brand Tagline

Let adventure unfold is RōM's designated brand tagline. In contexts where there is an opportunity or desire to communicate more about the brand, the logo version that includes the tagline may be used. In this case, the tagline itself should not be repeated within the same piece where the logo + tagline already appear together.

LET ADVENTURE UNFOLD

[RōMOutdoors-TaglineOnly-RD.eps]

LET ADVENTURE UNFOLD

[RōMOutdoors-TaglineOnly-GY.eps]

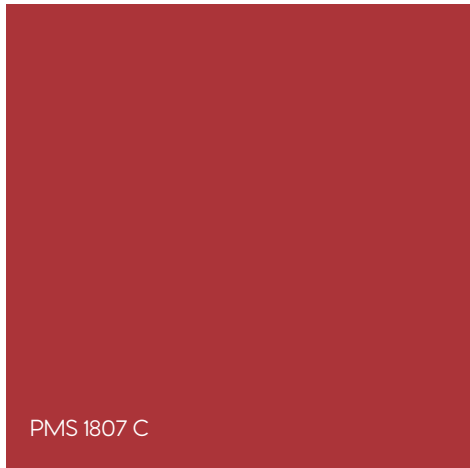


[RōMOutdoors-WithTagline-2C.eps]

Color Palette

PRIMARY COLOR PALETTE

The primary color palette should be used to express the brand across all representations. Altering colors or changing color combinations is prohibited. When PMS matches are not available, match colors as closely as possible with proper approval.



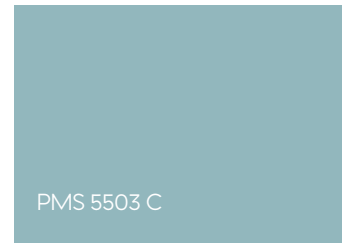
Röm Red
CMYK: 10/93/71/33
RGB: 164/52/58



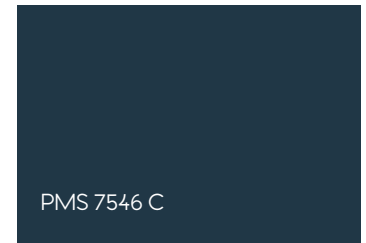
Rocky Gray
CMYK: 33/18/13/40
RGB: 124/135/142

SECONDARY COLOR PALETTE

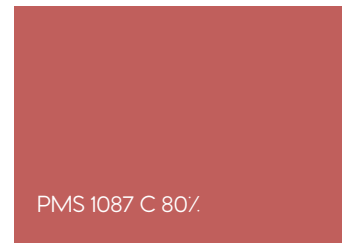
The secondary colors complement the primary palette of Röm Red and Rocky Gray. Note that these DO NOT replace the primary colors, but exist to appear with the primary colors when additional color may be needed or required.



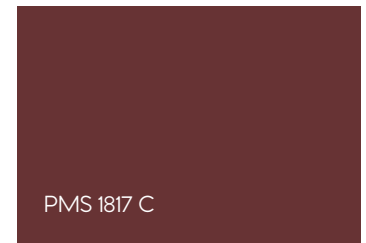
Storm Blue
CMYK: 43/17/24/0
RGB: 148/183/188



Deep Lake Blue
CMYK: 73/45/24/66
RGB: 37/55/70



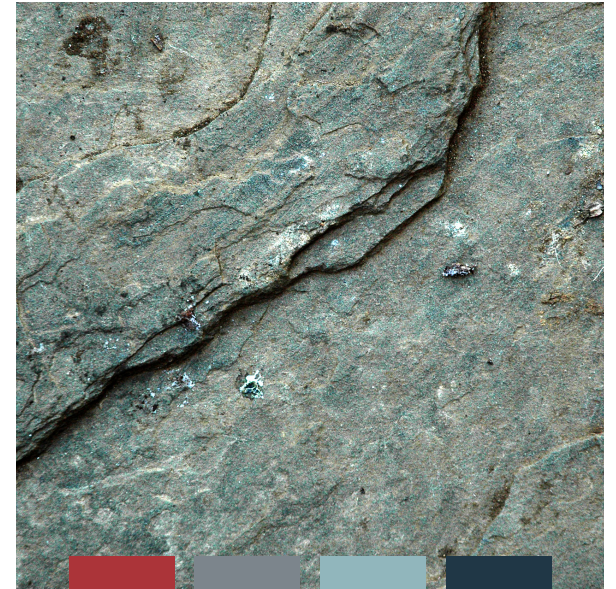
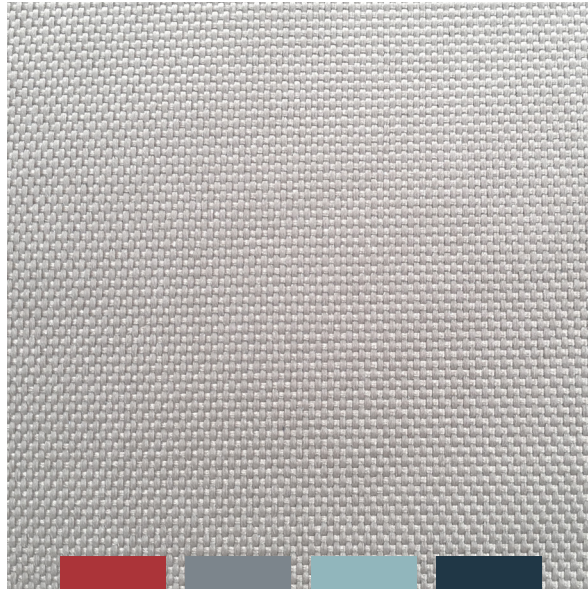
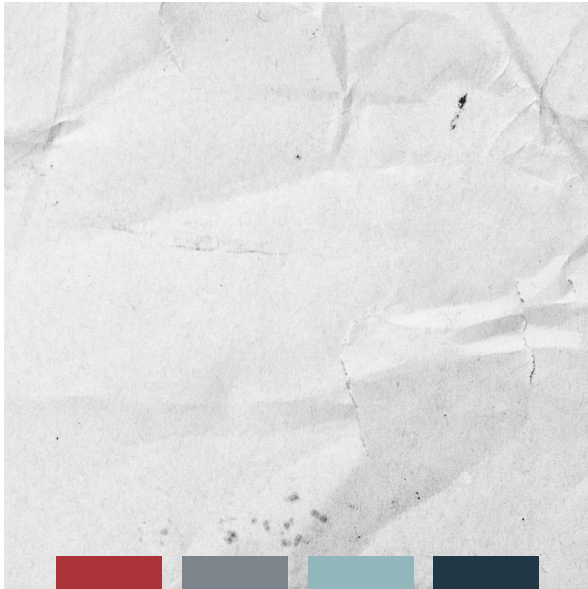
Light Röm Red
CMYK: 21/74/60/5
RGB: 189/95/91



Dark Röm Red
CMYK: 41/78/67/45
RGB: 102/50/51

Textures

Textures inspired by the RōM core identity have been created to coordinate with the brand color palette and company logo(s). These textures may be used as a background, header or footer together with other elements.



Typography

For the RōM brand, recommended typography is shown below. All printed materials should employ these fonts to portray a consistent brand look. Select print communications may use outside fonts with prior approval. Examples of these may be promotional themes, special events/shows, or individual publications.

Headlines Venti Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

RōM Outdoors

Subheadings Venti Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

RōM Outdoors

Body Copy Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

RōM Outdoors

Alternative Headline Font BioRhyme Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

RōM Outdoors

Appendix



Röm

1 Color, PMS 1807C (Red)
[Röm-NoMark-RD.eps]
[Röm-NoMark-RD.jpg]
[Röm-NoMark-RD.pdf]



Röm

1 Color, Black
[Röm-NoMark-BK.eps]
[Röm-NoMark-BK.jpg]
[Röm-NoMark-BK.pdf]



Röm

White
[Röm-NoMark-WH.eps]



Red Box
[Röm-NoMark-RDBox.eps]
[Röm-NoMark-RDBox.jpg]
[Röm-NoMark-RDBox.pdf]



Röm
OUTDOORS

1 Color, PMS 1807C (Red)
[RömOutdoors-NoMark-2C.eps]
[RömOutdoors-NoMark-2C.jpg]
[RömOutdoors-NoMark-2C.pdf]



Röm
OUTDOORS

1 Color, Black
[RömOutdoors-NoMark-BK.eps]
[RömOutdoors-NoMark-BK.jpg]
[RömOutdoors-NoMark-BK.pdf]



Röm
OUTDOORS

White
[RömOutdoors-NoMark-WH.eps]



Red Box
[RömOutdoors-NoMark-RDBox.eps]
[RömOutdoors-NoMark-RDBox.jpg]
[RömOutdoors-NoMark-RDBox.pdf]

Appendix



2 Color: PMS 1807C
(Red) + PMS 430C (Gray)
[RōM-WithMark-2C.eps]
[RōM-WithMark-2C.jpg]
[RōM-WithMark-2C.pdf]



1 Color, Black
[RōM-WithMark-BK.eps]
[RōM-WithMark-BK.jpg]
[RōM-WithMark-BK.pdf]



White
[RōM-WithMark-WH.eps]



Red Box
[RōM-WithMark-RDBox.eps]
[RōM-WithMark-RDBox.jpg]
[RōM-WithMark-RDBox.pdf]



2 Color: PMS 1807C
(Red) + PMS 430C (Gray)
[RōMOutdoors-2C.eps]
[RōMOutdoors-2C.jpg]
[RōMOutdoors-2C.pdf]



1 Color, Black
[RōMOutdoors-BK.eps]
[RōMOutdoors-BK.jpg]
[RōMOutdoors-BK.pdf]



White
[RōMOutdoors-WH.eps]



Red Box
[RōMOutdoors-RDBox.eps]
[RōMOutdoors-RDBox.jpg]
[RōMOutdoors-RDBox.pdf]

Appendix



2 Color: PMS 1807C (Red)
+ PMS 430C (Gray)
[RōM-WithTagline-2C.eps]
[RōM-WithTagline-2C.jpg]
[RōM-WithTagline-2C.pdf]



1 Color, Black
[RōM-WithTagline-BK.eps]
[RōM-WithTagline-BK.jpg]
[RōM-WithTagline-BK.pdf]



White
[RōM-WithTagline-WH.eps]



Red Box
[RōM-WithTagline-RDBox.eps]
[RōM-WithTagline-RDBox.jpg]
[RōM-WithTagline-RDBox.pdf]



2 Color: PMS 1807C (Red) + PMS
430C (Gray)
[RōMOutdoors-WithTagline-2C.eps]
[[RōMOutdoors-WithTagline-2C.jpg]
[RōMOutdoors-WithTagline-2C.pdf]



1 Color, Black
[RōMOutdoors-WithTagline-BK.eps]
[RōMOutdoors-WithTagline-BK.jpg]
[RōMOutdoors-WithTagline-BK.pdf]



White
[RōMOutdoors-WithTagline-WH.eps]



Red Box
[RōMOutdoors-WithTagline-RDBox.eps]
[RōMOutdoors-WithTagline-RDBox.jpg]
[RōMOutdoors-WithTagline-RDBox.pdf]

**Thank you! Enjoy exploring
the new RōM Outdoors brand.**

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